XB6

Job No. 861 March, 1956 Number _____ Place _____

Screen Interview No. _____

FOR PINK AND BLUE QUESTIONNAIRES ONLY:

CROSS-SECTION _____ 10–1

OVERSAMPLE _____ 2

4. How long ago did you first start to smoke filter tips regularly?

Less than 3 mos. _____ 11–1

3 mos. — less than 9 mos. _____ 2

9 mos. — less than 1½ yrs. _____ 3

1½ yrs. — less than 2½ yrs. _____ 4

2½ yrs. — less than 3½ yrs. _____ 5

3½ yrs. or more _____ 6

Don't know _____ 7

5. Why did you first start to smoke filter tips regularly?

12–

13–

Don't know _____ 13–Y

6. What brand of non-filter-tip cigarettes were you smoking before you first started to smoke filter tips regularly?

Always smoked filters (vol.) _____ 14–1

Camels _____ 2

Chesterfield:

Regular _____ 3

King _____ 4

Herbert Tareyton _____ 5

Kool _____ 6

Lucky Strike _____ 7

Old Gold:

Regular _____ 8

King _____ 9

Pall Mall _____ 15–1

Philip Morris:

Regular _____ 2

King _____ 3

Spud _____ 4

Other regular _____ 5

Other king _____ 6

No regular brand _____ 7

Don't know _____ 8

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Source: https://www.industrydocuments.ucsf.edu/docs/tphk0000

7a. Here is a card with a list of brands on it. (HAND RESPONDENT WHITE CARD) Are there any brands on that list you have never heard of?

	7a. Never heard of	7b. Never tried	8a. Brand started on	9a. First switch	10a. Second switch	11a. Present	13a. Have smoked regularly	13a. Tried but never smoked regularly		13a. Don't know
Commander	16–1	18–1	20–1	22–1	24–1	26–1	28–1	2		3
Du Maurier	2	2	2	2	2	2	4	5		6
Encore	3	3	3	3	3	3	7	8	(Ask b for Parlia-ment and/or Marl-boro and one other brand if "X'd")	9
Herbert Tareyton (filter)	4	4	4	4	4	4	0	X		Y
Kent	5	5	5	5	5	5	29–1	2		3
Kool	6	6	6	6	6	6	4	5		6
L & M	7	7	7	7	7	7	7	8		9
Marlboro (filter)	8	8	8	8	8	8	0	X		Y
Old Gold (filter)	17–1	19–1	21–1	23–1	25–1	27–1	30–1	2		3
Parliament	2	2	2	2	2	2	4	5		6
Spud	3	3	3	3	3	3	7	8		9
Viceroy	4	4	4	4	4	4	0	X		Y
Winston	5	5	5	5	5	5	31–1	2		3
Other filter	XXX	XXX	6	6	6	6	4	5		6
No regular brand	XXX	XXX	7 (Skip to 11)	7	7	7	XXX	XXX		XXX
Still smoking brand	XXX	XXX	XXX	8 (Skip to 12)	8 (Skip to 11c)	8 (Skip to 11c)	XXX	XXX		XXX
Non-filter brand	XXX	XXX	XXX	9	9	XXX	XXX	XXX		XXX
Don't know	XXX	XXX	0 (Skip to 9a)	0 (Skip to 10a)	0	0	XXX	XXX		XXX

7b. (Of those you have heard of) Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOVE IN 7b COLUMN)

IF RECORDED IN 7b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND (IF ANY)

c. Is there any particular reason why you have never tried (Marlboro, Parliament, others)?

Marlboro:

34–

35–

None or don't know 35–Y

Parliaments:

32–

33–

None or don't know 33–Y

Other:

36–

37–

None or don't know 37–Y

8a. What was the first filter-tip brand you smoked regularly? (RECORD ABOVE IN 8a, COLUMN)

b. Why did you choose (brand in 8a) as your regular brand?

38–

39–

Don't know 39–Y

9a. What brand did you switch to when you stopped smoking (brand in 8a)? (RECORD ABOVE IN 9a, COLUMN)

b. Why did you switch from (brand in 8a) to (brand in 9a)?

40–

41–

Don't know 41–Y

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Source: https://www.industrydocuments.ucsf.edu/docs/tphk0000

10a. What brand did you switch to when you stopped smoking (brand in 9a)? **(RECORD AT LEFT IN 10a, COLUMN)**

b. Why did you switch from (brand in 9a) to (brand in 10a)?

42–

43–

Don't know ____ 43–Y

11a. And your present brand is _____ — is that right? **(RECORD AT LEFT IN 11a, COLUMN)**

b. Why did you switch to that brand from your previous brand?

44–

45–

Don't know ____ 45–Y

c. How long have you been smoking your present brand?

Less than 3 mos.	46–1
3 mos.—less than 9 mos.	2
9 mos.—less than 1½ yrs.	3
1½ yrs.—less than 2½ yrs.	4
2½ yrs.—less than 3½ yrs.	5
3½ yrs.—or over	6
Don't know	7

12. Are there any other things you particularly like about your present brand that you have not mentioned?

47–

48–

Don't know ____ 48–Y

CHECK RECORDING BLANK AND ASK FOR ALL BRANDS NOT MENTIONED EVER IN QUES. 7-11.

13a. That leaves (brands) as ones you have tried but never smoked as a regular brand—is that correct? **(RECORD AT LEFT IN 13a, COLUMN)**

IF RECORDED IN 13a "TRIED BUT NEVER SMOKED"—ASK FOR PARLIAMENTS, MARLBOROS AND ONE OTHER X'd BRAND, IF ANY

13b. Why didn't you ever smoke (Marlboro, Parliaments, other) as your regular brand?

Marlboro:

51–

52–

Don't know ____ 52–Y

Parliaments:

49–

50–

Don't know ____ 50–Y

Other:

53–

54–

Don't know ____ 54–Y

ASK EVERYONE

14a. If you couldn't get your regular brand, what brand would you buy as a second choice?

	a. 2nd choice	b. Would not buy
Du Maurier	55–1	57–1
Encore	2	2
Herb. Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	56–1	58–1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other filter	6	6
Any filter	7	XXX
Go back to non-filter:		
Regular size	8	XXX
King size	9	XXX
Either regular or king	0	XXX
None	X	X (Skip to 15)
Don't know	Y	Y (Skip to 15)

b. Is there any particular filter brand that you would not buy? (If "yes") What brand? (RECORD ABOVE)

c. Why wouldn't you buy that brand? Any other reasons?

59–

60–

Don't know ____ 60–Y

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Source: https://www.industrydocuments.ucsf.edu/docs/tphk0000

15. Here is a card with a list of words and phrases. **(HAND RESPONDENT YELLOW CARD)** Which of these words and phrases would you use to describe (Kents, etc.)? Any others? Which of the words and phrases on the card would you use to describe (L & M, etc.)? **(ROTATE ORDER OF BRANDS ASKED)**

	Marlboro	Parliament	Kents	L & M
1. Tastes like a real cigarette	11–1	14–1	17–1	20–1
2. Man's cigarette	2	2	2	2
3. The cleanest smoke	3	3	3	3
4. High class	4	4	4	4
5. Snobbish	5	5	5	5
6. Poorly made	6	6	6	6
7. Too expensive	7	7	7	7
8. Good value for money	8	8	8	8
9. Hard to draw on	9	9	9	9
10. Good flavor	0	0	0	0
11. Not enough taste	12–1	15–1	18–1	21–1
12. More attractive tip	2	2	2	2
13. Too strong	3	3	3	3
14. Superior quality	4	4	4	4
15. Odd or peculiar taste	5	5	5	5
16. Mild	6	6	6	6
17. Up-to-date	7	7	7	7
18. Distinctive	8	8	8	8
19. Satisfying	9	9	9	9
20. Easy to draw on	0	0	0	0
21. Popular with women	13–1	16–1	19–1	22–1
22. For me	2	2	2	2
23. Not for me	3	3	3	3
None or don't know	4	4	4	4

16. Imagine for a minute that you were going to buy a pack of filter-tip cigarettes for (a housewife, etc.)—a pack of the brand he would most likely smoke. Which of the brands listed on this card **(HAND RESPONDENT PINK CARD)** would you buy for (a housewife, etc.) (even if you don't actually know one)?

	Housewife	Englishman	Glamorous movie actress	Male college student
Du Maurier	23–1	24–1	25–1	26–1
Encore	2	2	2	2
Herbert Tareyton (filter)	3	3	3	3
Kent	4	4	4	4
L & M	5	5	5	5
Marlboro	6	6	6	6
Old Gold (filter)	7	7	7	7
Parliament	8	8	8	8
Viceroy	9	9	9	9
Winston	0	0	0	0
Wouldn't use filter (vol.)	X	X	X	X
Don't know	Y	Y	Y	Y

17. From what you know of the various brands, which of these brands of filter tips would you say has the (best taste, etc.)? **(HAND RESPONDENT PINK CARD)**

	Best taste	Worst taste	Best looking package	Worst looking package	Best type of package	Worst type of package	Most effective filter	Least effective filter
Du Maurier	27–1	28–1	29–1	30–1	31–1	32–1	33–1	34–1
Encore	2	2	2	2	2	2	2	2
Herbert Tareyton (filter)	3	3	3	3	3	3	3	3
Kent	4	4	4	4	4	4	4	4
L & M	5	5	5	5	5	5	5	5
Marlboro	6	6	6	6	6	6	6	6
Old Gold (filter)	7	7	7	7	7	7	7	7
Parliament	8	8	8	8	8	8	8	8
Viceroy	9	9	9	9	9	9	9	9
Winston	0	0	0	0	0	0	0	0
Don't know	X	X	X	X	X	X	X	X

1001752094

Source: https://www.industrydocuments.ucsf.edu/docs/tphk0000

18a. When you go to buy your regular brand of filter tips, do you find that:

You never have any trouble finding a store that carries them ____ 35–1

OR

A few stores don't carry them, but most stores do ____ 2

OR

While many stores do carry them, a lot of stores don't ____ 3

OR

Only a few stores carry your regular brand ____ 4

Don't know ____ 5

b. Did you buy any filter tip cigarettes yesterday (Saturday) either for yourself or someone else?

Yes ____ 36–1 (Ask c)

No ____ 2 } (Skip to 19)

Don't know ____ 3 }

c. How many did you buy?

By the pack		By the carton	
1 pack	37–1	1 carton	5
2 packs	2	2 cartons	6
3 - 9 packs	3	3 or more cartons	7
10 or more packs (not carton)	4	Don't know	8

d. Where did you buy them?

Drugstore	38–1	Vending machine	4
News-cigar stand or store	2	Other	5
Grocery store or supermarket	3	Don't know	6

e. Who did you buy the cigarettes for?

Self ____ 38–7

Other, member of family ____ 8

Other, not member of family ____ 9

Don't know ____ 0

19a. To your knowledge, is the price of some filter tip brands higher than others, or do they all cost the same amount?

Some prices higher than others ____ 39–1 (Ask b)

All the same ____ 2 } (Skip to 20)

Don't know ____ 3 }

19b. Which filter tip brands would you say are the higher-priced brands?

	b. Higher priced	c. Good buy for money	Not a good buy	Don't know
Du Maurier	40–1	42–1	2	3
Encore	2	42–4	5	6
Herbert Tareyton (filter)	3	42–7	8	9
Kent	4	42–0	X	Y
L & M	5	43–1	2	3
Marlboro	6	43–4	5	6
Old Gold (filter)	7	43–7	8	9
Parliament	8	43–0	X	Y
Regent	41–1	44–1	2	3
Sano (filter)	2	44–4	5	6
Viceroy	3	44–7	8	9
Vogue	4	44–0	X	Y
Winston	5	45–1	2	3
Other	6			
Don't know	7			

(FOR EACH BRAND RECORDED IN "b")

c. Do you think (brand) is a good buy for the money, or don't you think they are worth the price? (RECORD ABOVE)

IF RECORDED IN 19b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND, IF ANY

d. Why do you think (Marlboros, Parliaments, other) cost more than other brands?

Marlboros:

48–

49–

Don't know ____ 49–Y

Parliaments:

46–

47–

Don't know ____ 47–Y

Other:

50–

51–

Don't know ____ 51–Y

1001752095

Source: https://www.industrydocuments.ucsf.edu/docs/tphk0000

20a. Here is a list of some of the materials that are used in the filters of different brands of filter tip cigarettes. **(HAND RESPONDENT GREEN CARD)** Which one of these do you think would do the best job of filtering?

	a. Best		c. Worst	
Activated charcoal filter	52–1	(Ask b)	53–1	(Ask d)
Asbestos	2		2	
Cellulose acetate filter	3		3	
Cotton	4		4	
Paper filter	5		5	
Purocel filter	6		6	
None	7	(Skip to c)	7	(Skip to 21)
Don't know	8		8	

b. Do you happen to know a brand which uses that material in its filter? (If "yes") What brand?

	b. Has best	d. Has worst
Yes:		
Du Maurier	54–1	56–1
Encore	2	2
Herbert Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	55–1	57–1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other (filter)	6	6
No	7	7
Don't know	8	8

c. Which one of the materials on the card do you think would do the worst job of filtering **(RECORD ABOVE)**

d. Can you think of a brand which uses that material in its filter? (If "yes") What brand? **(RECORD ABOVE)**

21. Do you usually smoke a regular-size cigarette, a king-size cigarette, or one between regular and king-size?

Regular size	61–1	Long-size (vol.)	4
King-size	2	Either	5
In-between	3	Don't know	6

22. What is your occupation?

Executive and professional	62–1
Small business proprietor	2
White collar	3
Personal service and protective	4
Factory labor	5
Non-factory labor	6
Farm proprietor	7
Farm labor	8
Housewife	9
Other	0

23a. Are you married or single?

Married	63–1	(Ask b)
Single	2	(Skip to 24)
Divorced	3	
Widowed	4	

b. What brand of cigarettes does your (husband) (wife) smoke?

Does not smoke cigarettes	64–1
Does not live with respondent (vol.)	2

Smokes:

Du Maurier	65–1	Regent	66–1
Encore	2	Sano (filter)	2
Herbert Tareyton (filter)	3	Viceroy	3
Kent	4	Vogue	4
L & M	5	Winston	5
Marlboro	6	Other filter	6
Old Gold (filter)	7	Non-filter brand	7
Parliament	8	Don't know	8

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Source: https://www.industrydocuments.ucsf.edu/docs/tphk0000

X-B 5-6 ____ 67-7

24. The makers of Parliament are considering making some changes in the present Parliament. I'd like to give you five packages of each of two different types they are considering to see which you like best.

There is one difference you will notice before you even smoke them. When you open the package, you will find that one of the ways in which they differ from each other is that one has what they call a recessed filter—the filter doesn't come the whole way out to the end of the cigarette. The other type has a flush filter, one cut off even with the end of the cigarette.

Just so we'll know what cigarette we are talking about, let's call one of them the "recessed tipped" cigarette and the other the "flush tipped" cigarette.

The two different types would sell for different prices.

The price of cigarettes varies somewhat from store to store, but present Parliaments sell for about ____¢ around here, while most brands of filter-tip cigarettes like Winstons or Viceroys sell for about ____¢ a pack.

(Winston price plus 2¢) ____ 67-0

(Winston price plus 4¢) ____ X

(Winston price plus 7¢) ____ Y, the same price as present Parliament.

—and those with flush tips would sell for (____¢)
(Winston price)

MARK PRICE ON EACH CARTON AS YOU GIVE THEM TO RESPONDENT

I'll call back in about a week, after you have had a chance to smoke both kinds and become familiar with them, to see which you like best. When would be a good time for me to call?

QUESTIONS 25-27 OMITTED ON THIS FORM

Name of Respondent: _____

Street: _____

Town: _____

Callback date: _____

Time: _____

FACTUAL

Sex:
- Male ____ 68-1
- Female ____ 2

Age:
- 18-24 ____ 68-3
- 25-34 ____ 4
- 35-49 ____ 5
- 50 and over ____ 6

Economic level:
- A ____ 68-7
- B ____ 8
- C ____ 9
- D ____ 0

Race:
- White ____ 68-X
- Negro ____ Y

Interview Date _____
(month) (day)

Interviewer's Initials _____

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Source: https://www.industrydocuments.ucsf.edu/docs/tphk0000

We are testing several different types of Parliaments, so I'd like to check to see just which ones I gave you. I think I gave you one type which would sell for:

(Winston price plus 2¢) _____

(Winston price plus 4¢) _____

(Winston price plus 7¢) _____, the same price as present Parliaments

That type had recessed tips. And then I gave you some others which would sell for _____¢, the same as Winstons or Viceroys. The _____¢ ones had flush tips. Is that correct?

28a. How many of the cigarettes of each of the two different types have you smoked?

	Recessed		Flush	
None	11–1	(Ask b)	11–6	(Ask b)
Less than 1 pack	2	(Skip to 29)	7	(Skip to 29)
1 to less than 3 packs	3		8	
3 packs or over	4		9	
Don't know	5		0	

b. Why haven't you smoked any of (these, the) cigarettes?

Recessed

12–

13–

Don't know 13–Y

Flush

14–

15–

Don't know 15–Y

Both

16–

17–

Don't know 17–Y

29a. Leaving aside the difference in price, which of the two cigarettes do you like better?

	a.		d.	
Recessed	18–1	(Ask b)	18–5	(Skip to 32)
Flush	2	(Skip to 31)	6	(Ask e)
No difference	3	(Skip to d)	XXX	(Skip to 32)
Don't know	4		8	

b. Would you say you liked the ones with the recessed tips a lot better or only a little better than others?

Lot better 19–1
Little better 2
Don't know 3

c. Why did you like them better?

20–

21–

Don't know 21–Y

d. Now considering everything, taste, package and the filter, which do you think you would be most apt to buy? (RECORD ABOVE)

e. Why would you be more apt to buy the ones with the flush tips instead of the others?

22–

23– (Skip to 32)

Don't know 23–Y

QUESTION 30 OMITTED ON THIS FORM.

31a. Would you say you like the ones with the flush tips a lot better or only a little better than others?

Lot better 19–1
Little better 2
Don't know 3

b. Why do you like them better?

20–

21–

Don't know 21–Y

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Source: https://www.industrydocuments.ucsf.edu/docs/tphk0000

ASK EVERYONE

32a. How did they (the ones you would smoke) compare to your regular brand? Would you say you liked them a lot better than your regular brand, only a little better, about the same, not quite as well or not nearly as well as your regular brand?

Lot better	24–1	(Ask b)
Little better	2	
About the same	3	
Not quite as well	4	(Skip to 35)
Not nearly as well	5	
Don't know	6	(Ask b)

b. If they were on sale in the stores, do you think you would switch to them or would you continue to smoke your present regular brand?

Switch to Parliament	25–1
Continue with present	2
Don't know	3

QUESTIONS 33, 34 OMITTED ON THIS FORM.

35. What things, if any, don't you particularly like about these new Parliaments (the ones you would smoke)?

28–

29–

Don't know 29–Y

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Source: https://www.industrydocuments.ucsf.edu/docs/tphk0000

36a. Here is a card with a list of words and phrases on it. Which of these words or phrases would you use to describe the ones with recessed tips? Any others? **(HAND RESPONDENT YELLOW CARD)**

	a. Recessed	b. Flush
1. Tastes like a real cigarette	30–1	32–1
2. Man's cigarette	2	2
3. The cleanest smoke	3	3
4. High class	4	4
5. Snobbish	5	5
6. Poorly made	6	6
7. Too expensive	7	7
8. Good value for money	8	8
9. Hard to draw on	9	9
10. Good flavor	0	0
11. Not enough taste	X	X
12. More attractive tip	Y	Y
13. Too strong	31–1	33–1
14. Superior quality	2	2
15. Odd or peculiar taste	3	3
16. Mild	4	4
17. Up-to-date	5	5
18. Distinctive	6	6
19. Satisfying	7	7
20. Easy to draw on	8	8
21. Popular with women	9	9
22. For me	0	0
23. Not for me	X	X
None or don't know	Y	Y

b. How about the ones with flush tips? Which words or phrases would you use to describe them? **(RECORD ABOVE)** Any others?

37a. Which of the two types of new Parliaments did you think was better as far as taste or flavor is concerned?

Recessed	34–1	(Ask b)
Flush	2	(Ask b)
No difference or don't know	3	(Skip to 39)

b. Why do you think that one has the better taste or flavor?

35–

36–

Don't know 36–Y

QUESTION 38 OMITTED ON THIS FORM

39a. Which type of cigarette package do you like best—this kind of a box, the kind of box that the usual Parliaments come in, or the soft package that most cigarettes come in?

This box	40–1	(Ask b)
Parliament box	2	(Ask b)
Soft package	3	(Ask b)
Don't know	4	(Skip to 41)

b. Why do you like that kind better?

41–

42–

Don't know 42–Y

QUESTION 40 OMITTED ON THIS FORM.

41a. As far as the filters themselves were concerned, which did you prefer, the recessed filters or the flush filters?

Recessed	46–1	(Ask b)
Flush	2	(Skip to c)
Don't know	3	(Skip to 42)

b. Why do you like recessed filters better?

47–

48–

Don't know 48–Y

(Skip to 42)

c. Why don't you like recessed filter tips as well?

49–

50–

Don't know 50–Y

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Source: https://www.industrydocuments.ucsf.edu/docs/tphk0000

42a. How about the length of the cigarettes? Did you notice any difference between the length of these cigarettes and the ones you usually smoke?

Yes ____ 51-1 (Ask b)

No ____ 2 } (Skip to 43)

Don't know ____ 3 }

b. Which did you prefer as far as length goes?

Usual ____ 51-4

Test ____ 5

Don't know ____ 6

43. Would you be inclinded to recommend the new Parliaments to a friend? (If "yes") Which ones?

Yes:

Recessed ____ 52-1

Flush ____ 2

Either or both ____ 3

No ____ 4

Don't know ____ 5

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Source: https://www.industrydocuments.ucsf.edu/docs/tphk0000